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Aiming to strengthen the digital fashion supply chain, BlueKaktus plans to integrate 5000+ vendors over the next six months

- *BlueKaktus plans to integrate 5000+ vendors to the platform in the next 6 months*
- *The company currently enables brands to source 11 million garments a month*
- *Creating a sustainable supply chain by providing transparency, agility, and real-time visibility*

With the help of its cutting-edge technologies, India's leading fashion and lifestyle digital supply chain platform, BlueKaktus, is on track to integrate 5000 vendors with the brands using the its sourcing platform. BlueKaktus' goal is to establish a sustainable supply chain by providing transparency and agility for apparel brands, manufacturing, sourcing, and retailing enterprises via its technology solutions to improve lead times, prices, and performance.

BlueKaktus began its journey with a few hundred vendors, scaling to 2000 in a short span of time and now aiming to integrate 5000+ vendors. As compared to last year, when only 1mn garments were being sourced a month, BlueKaktus witnessed an exponential increase in sourcing with more than 11 million garments being sourced via their platform each month, which is expected to reach 20 million garments soon in the next six months. Right now, the value of the garment sourced is worth $120 million/month, which is expected to reach $250 million/month by the next financial year. Using BlueKaktus' technology solutions, leading brands including *Myntra, USPA, Arrow, Amazon, Lifestyle,* etc.**,** are delivering superior customer experience.

"The business paradigm in the fashion industry is transitioning to on-demand production. Rather than anticipating demand, producers are instead reacting to it in real-time. As a result, fashion fundamentals are shifting. We at BlueKaktus, provide technology solutions that assist manufacturers, sourcing firms, and retailers in shortening lead times, lowering costs and thus improving the performance." said **Gunish Jain, CEO, BlueKaktus**.

"BlueKaktus aspires to be the country's largest fashion and lifestyle digital supply chain company, contributing to the growth of the new fashion 'pull economy.' We are looking at more than

doubling our revenue. We estimate the number of vendors linked with BlueKakatus to grow two-fold in the next six months, which will be a significant achievement for us," Gunish added.

Founded in 2000, BlueKaktus has emerged to be one of the largest supply chain integration platform in the world. Every month, the company's platform helps sourcing of $120 million worth of merchandise. BlueKaktus has incorporated industry best practices by automating operations in the fashion supply chain, thanks to its domain experience of 20 years. The company is dedicated to helping sustainable fashion, assists businesses and manufacturers in reducing inventory levels by 30-40%.

The textile and clothing sector in India is estimated to reach US$ 190 billion by FY26. With a totally digitized value chain, investing in digital platforms brings significant benefits to apparel companies. BlueKaktus' digitized Single Source of Truth (SSOT) platform ensures complete data transparency between internal and external stakeholders, resulting in more unified supply chain governance and orchestration. BlueKaktus provides real-time data, minimizes time-consuming tasks, analyzes diverse circumstances, and ensures timely delivery.